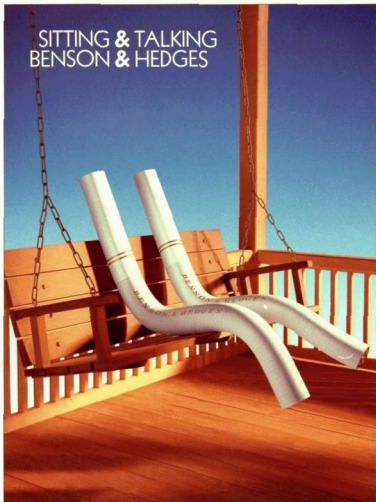


LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

AD# 722-02 REQ#M49118 "SITTING" & TALKING/Q PAGE 4/C (7"x 11") PARADE/USA WEEKEND, 1997

SITTING & TALKING BENSON & HEDGES



15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. © Philip Morris Inc. 1997

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.



A MOMENT OF PLEASURE
WITH THE 100MM CIGARETTE

F. Parke/M. Moffett/A. Krohmer

